



*Presentation today at the Ministry of Economic Development*

**MARMOMACC, CONFINDUSTRIA MARMOMACCHINE AND ICE AGENCY  
JOIN FORCES FOR INTERNATIONALISATION OF THE NATURAL STONE INDUSTRY  
THANKS TO THE MINISTRY'S SPECIAL 'MADE IN ITALY' PROMOTION PLAN**

**Rome, 14 September 2015** – Marmomacc - for 50 editions the 'interpreter' of the natural stone sector within the scope of Italian manufacturing excellence - this year will have an more international look thanks to the Special 'Made in Italy' Promotion Plan launched by the Ministry of Economic Development in collaboration with ICE-Agency for International Promotion and Internationalisation of Italian Companies and Confindustria Marmomacchine.

The Plan involves a total investment of 2 million euros gross provided directly by the Ministry of Economic Development. It was presented today during a press conference in the Tapestry Hall of the Ministry of Economic Development attended by Giuseppe Tripoli, Head of the Ministry's Department for Business Internationalisation, Roberto Luongo, Director General of the ICE-Agency, Ettore Riello and Giovanni Mantovani, respectively President and CEO & Director General of Veronafiere, and Flavio Marabelli, President of Confindustria Marmomacchine. It is an historic result for a sector which Marmomacc has promoted since 1961 that by now achieves total production worth more than 3.84 billion euros (75% from exports), with 3,340 companies and 33,700 employees (source: Confindustria Marmomacchine 2014).

The Project develops the idea of business internationalisation associated with Made in Italy products – be they equipment, technology, unhewn blocks, semi-finished or finished items – thereby promoting incoming attendance by qualified operators from overseas, technical training events, b2b meetings and visits to companies and production districts, as well as presentations of excellence in technology and natural stone.

The focal point of the initiative promoted by the Ministry is the 50th edition of Marmomacc, scheduled at Veronafiere 30 September-3 October with more than 1,500 exhibitors (569 Italian and 933 international from 55 countries) occupying a net area of 77,100 square meters; more than 60 thousand professional visitors from over 140 countries are expected to attend.

*"It is an innovative promotion plan because it is based on an integrated approach involving all the players in a sector such as natural stone; it also enhances the role of ICE at the service of companies and officially acknowledges the role of the Italian trade fair system and excellence with events such as Marmomacc and a fine platform for accelerating the internationalisation of companies and the country-system,"* said **Giuseppe Tripoli**.

*"Verona is ready to welcome two select foreign trade delegations on 28 September: one involving 100 top buyers interested in Italian technologies and machinery and the other with 100 architects, planners and designers seeking Made in Italy marble and natural stone to use in large-scale projects abroad,"* said **Giuseppe Luongo**.

*"This is important recognition for the entire trade fair system and Veronafiore in particular, thanks to long-term relationships with the Ministry for Economic Development. It is also an important opportunity to bring resources together and rationalise promotion of one of the areas of excellence in Italian manufacturing for Marmomacc is its global landmark,"* said the President of Veronafiore, **Ettore Riello**.

*"This result rewards the manufacturing sector and the excellence of the Verona district in terms of machinery and production technologies, as well as product processing. The 50th edition of Show will be inaugurated on September 30 with a major international summit and consequently stands not so much as a point of arrival but as a new departure, thereby improving all the good results achieved so far,"* said **Giovanni Mantovani**.

*"The sector has managed to respond effectively to the crisis, improving exports of unhewn and processed products by almost 6% in the first half of this year compared to the same period in 2014 and by 28% in the machinery and technology field,"* pointed out **Flavio Marabelli**, Honorary President of Confindustria Marmomacchine.

In addition to the two incoming delegations of buyers and architects, the promotional efforts in the Special Plan will be implemented along specific lines of action.

International operators taking part in the training programme will attend the Italian Stone Technology & Design Conference, as well as a series of workshops and visits to local companies through to 6 October as a way to improve knowledge and understanding of Made in Italy natural stone products and machinery.

Another central aspect of Marmomacc 2015 is "The Italian Stone Theatre" project, housed in Hall 1; its essential character outlines Italy's institutional vocation and at the same time highlights flair and content. This is a large and spectacular celebratory event involving not only the material but also machinery and technology in a full-scale area dedicated to innovation: the ingenuity of designers, including international figures, will be paired with the professionalism, construction skills, technical and productive expertise of Italian companies and machinery.

The programme in the Forum Area will include for conventions, seminars, lectio magistralis, awards, architecture and design presentations, education projects and university research. Set up in the heart of the Hall to welcome internationally renowned architects and designers, it will be a fine occasion for meetings and dialogue with an audience of professionals, sector operators, students, professors, technicians and engineers.

Lastly, the International Stone Summit makes its debut - the first in the world ever dedicated to natural stone bringing together the main international natural stone associations and an equal number of trade press representatives from the countries involved with the goal of developing content and stimulate discussions and debate about natural stone.

The Summit is scheduled to start on 30 September in the presence of the Ministry of Economic Development, Veronafiere and delegates from Confindustria Marmomacchine to illustrate the main sector dossiers and the projects developed by the Italian Government on a world-wide scale.

→ Image 1: <http://i.imgur.com/0I8TKK9.jpg?1>

→ Image 2: <http://i.imgur.com/4XI37DJ.jpg?1>

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